## ABSTRACT OF THE DISCLOSURE

A video signal transmission device comprising a video signal generation unit configured to generate a video signal based on information obtained from a predetermined information source, a signal format judgment unit configured to judge a signal format of the video signal generated by the video signal generation unit, a format information hold unit configured to hold format information indicating a format of the video signal, a signal format conversion unit configured to convert the format of the video signal generated by the video signal generation unit based on the format information held by the format information hold unit and the signal format judged by the signal format judgment unit, and a video signal transmission unit configured to transmit the video signal outputted from the signal format conversion unit.

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